

2011 Potomac Combined Federal Campaign Key Worker Training



Agenda

- Registration
- Welcome and Introductions
- Guest Agency Speaker
- CFC at a Glance
- Marketing the Campaign and Group Meetings
- The Paperwork
 - Brochures
 - Pledge Cards
 - Report Envelopes and Turn-ins
- Handling Objections
- Gifts and Incentives
- Questions and Wrap-up



Unless someone like you cares a whole awful lot, nothing is going to get better. It's not. ~Dr. Seuss





CFC at a Glance

- Once-a-year charitable fundraising campaign for Federal civilian and military employees
- Celebrating it's 50th year! Established in 1961 by President JFK
- Administered and regulated by the Office of Personnel Management (OPM) https://www.opm.gov/cfc/
- Contributors are encouraged to designate to their favorite charity or charities
- Employee benefit



Potomac CFC

2010 Results

Total Amount Raised in 2010: \$ 1.26 million

Number of Employees Solicited: 18,833

Number of Donors: 3,677

Average Gift: \$ 343

 Total Number of Charities Participating: over 2,800 (Local, National & International)

For more information please visit www.potomaccfc.org



Impact

Locally in 2010 donors gave:

- \$52,392 to the Fredericksburg Food Bank
- \$18,721 to the Wounded Warrior Project
- \$27,448 to the Fisher House
- \$31,549 to the American Red Cross

Worldwide in 2010: \$300 million has been donated; \$6.6 billion donated since the CFC began in 1961.



The Gift

- All donated funds, minus administrative expenses, go directly to the organization specified. Administrative expenses are approved by the Local Federal Coordinating Committee (LFCC).
- Payroll deduction is easy and convenient.
- Deductions begin with the first pay period in January and end with the last pay period in December.
- Contributions are VOLUNTARY!
- Donors are encouraged to designate.
 - Individuals can donate to as many organizations as they wish, they
 just have to fill out additional pledge cards.
- Undesignated funds: the proportions are determined by the amount designated for each agency



The Key Worker's

- You are the key to success of the campaign!
- Your positive attitude will help ensure a favorable response from you co-workers.
- You are the official representative of the charities that depend on the CFC for funds.
 - Agencies, in turn, help people in need in our community, our country and around the world.
- Thank you for accepting this important assignment!



Marketing the Campaign

- Be creative and make it "fun" fundraising. Share creative special events on the Facebook page for Key Workers.
- Use group meetings & the Speaker's Bureau.
- Encourage payroll deduction.
- Sponsor special events (all money collected during a special event in considered undesignated).
- Don't take objections personally.
- Never coerce or strong-arm.
- Say "Thank You"!



Group Meetings

- Opening Remarks by Key Worker
 - -Welcome
 - Remarks endorsing the CFC
 - Distribute brochure
- Remarks by guest speaker (i.e., supervisor showing support, employees testimonial, agency representative from the Speakers Bureau)
- Explain the CFC system
 - Reasons for giving
 - General CFC information
 - Discuss brochure and incentives
 - Answer questions
- Ask for contributions
 - Hand out pledge cards
- Say "Thank You"



w to Handle Typical Objections

- Remember...it's not personal.
- It might not be real some objections are "stalls" rather than sincere objections. Try to find the real cause behind the concern. Often it has stemmed from a misunderstanding about CFC.
- Be sympathetic—Listen carefully! If your prospective donor says "my boss MADE me donate last time." Explain that the CFC is designed around volunteer donations only.
- Don't argue—Arguing will force your prospective donor to defend their objection on the spot. You may win the argument but lose the contribution.



to Handle Typical Objections

- Encourage him/her to ask questions—Let your prospective donor expand upon their concern and then address the situation.
- Remember: If a question arises that you cannot answer, call your department representative or PCFO. A prospective donor will appreciate you taking the time to find the answer and get back with them.
- Use brochures as a resource.
- Feel confident assuring the donor that "This is a Great System."
- Be enthusiastic—it will rub off.



The Paperwork



Brochure

- Use ONLY 2011 Potomac CFC brochure.
- 3 Sections: Local/ National/ International.
- Use 5 digit code to designate agency.
- Do not "write-in" an agency.
- Each agency must meet a strict set of guidelines in order to be listed in the brochure.
- The % at the end of each 25 word statement is the administration cost of the agency.
- Taxonomy Codes are included.
- Great resource for answering questions!



LEDGE CARD - Page 1

otomac CFC 18 10 Shannon Park Drive 2 edericksburg, VA 22408 2	\$500-\$999 CFC Hero	150-\$499 Friend of the () \$1,000-\$2,499 8 t \$5,000 and about cognized for my gift.	Stars & Strip	es CFC Campa Number 089			ON PAYROLL OFFICES: this number to identify the local
Enter Last Name, First Name, and MI Che					Military Branch of Service a	nd Department	SSN/ Employee ID
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ONTRIBUTION: Fill in the blan Vrite in the total of your annual	k showing the amount contribution in the spa	t of your payroll allotnice provided.	ment. cash	or check contribu	ution.		
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The CFC code is entered on your pledge form to designate the charities of your choosing. All participating charities will use a *five-digit CFC code* assigned by OPM. This code remains constant across campaigns.

OPM 1654 Revised January 2010



LEDGE CARD - Page 2 & 3

Page 1: Payroll Copy

Page 2: CFC Copy

Page 3: Donor Copy

FOR TURN IN PURPOSES: Turn in page 1 & Page 2 still attached to each other.

SSN# will be blacked out on page 2 and page 3 of the Pledge Card.

It is voluntary to submit your SSN#; however, failure to write in SSN# may result in errors or an unprocessed payroll deduction.

Cash/Check Contributions DO NOT require SSN#

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	Page 2	of 4										OPM Revised January	



Report Envelope NIVERSARY

TOTAL

OF

DONORS

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OF	# OF	\$ # OF	
GIFT	DONORS	\$	
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TOTAL		
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t Envelope and Turn Ins

- Complete the Report Envelope (use the report envelope checker)
- Attend Turn-ins EVERY WEEK
- Separate Military and Civilian, Payroll, Cash and Checks
- Keep Checks with the Pledge Cards
- Keep Cash with Pledge Cards
- Do not separate copies, turn both copies in at Turnins
- Stay until a representative has verified the accuracy of the Report Envelope
- Collect incentives at the Turn-in



Turn-Lejeune

Hall-Lobby

SEPTEMBER, 2011

- September 16
- September 21
- September 28

NOVEMBER

- November 2
- November 9
- November 16
- November 21
- November 30

OCTOBER, 2011

- October 5
- October 12
- October 19
- October 26

DECEMBER

- December 7
- December 14
- December 15
 - Thank You Celebration Clubs at Quantico
- December 21/28 (Late)



The Fun Stuff



Kick-Offs

Marine Corps Base Quantico

Kick-Off/Agency Fair

Thursday, September 1, 2011

(rain date 9/8/11)

Butler Stadium

10:00 AM-1:00 PM

Chili Cook-off/Bake-Off/Field Meet/Dunk Tank

Russell Knox Building Kick-off - September 28

Fort A.P. Hill

Kick-Off/Agency Fair

Tuesday, September 13, 2011

Romenick Hall

11:00 AM -1:00 PM

Dahlgren

Wednesday, September 14, 2011

(rain date 9/19/11)

Morning Session

Bldg 1450T Side Parking Lot

7:00 AM - 9:00 AM

Afternoon Session

Firehouse Field

11:00 AM - 1:00 PM

Help break the Guinness Book of World Records for the Cha-Cha

Slide!



Incentives

There is no set gift! Every donation counts!

50th Anniversary Lapel Pin



Gift of under \$150

Mini Desk Set



Gift of \$150 - \$499



Incentives

There is no set gift! Every donation counts!

50th Anniversary Commemorative Coin Amazing Ink Coffee Mug or Fanny Pack



Gift of \$500 - \$999





Gift of \$1,000 - \$2,499



Incentives

There is no set gift! Every donation counts!

Travel Blanket with Case



Gift of \$2,500 - \$ 4,999

18 Piece Tool Kit and Flashlight



Gift of Over \$5,000



oints to Remember

- Learn more about the CFC
- Make your own gift first
- Organize a group meeting
- If a group is not possible, begin making one-on-one requests for a contribution
- ·Say "Thank You"
- Attend the Weekly Turn-Ins
 - First turn-in date is September 15th
- Give out incentives
- Collect the brochures and recycle them



Where Do I Go From Here?

•If you need further assistance contact:

Captain David Nasca, MSBQ Campaign
 Chairperson

703-784-5902 david.nasca@usmc.mil

- Tammi W. Ellis, PCFO

540-373-0041 x310 tellis@rappahannockunitedway.org www.potomaccfc.org

http://www.quantico.usmc.mil/activities/? Section=CFC



Any questions?

Thank you for your time!